

Communication Implications from COVID-19

State of the Science Meeting

Dr. Lauri M. Baker

What is the PIE Center?

The **UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center)** conducts research and educates on how people form and act on opinions regarding complex agricultural and natural resources issues.

The PIE Center encourages informed decision-making through research, education, and outreach.



Data Collection



Public Opinion 1 (PO 1)

March 13-15



Ag and Natural Resources Leaders (ANR 1)



Public Opinion 2 (PO 2)

March 16 - April 21



Public Opinion 3 (PO 3)

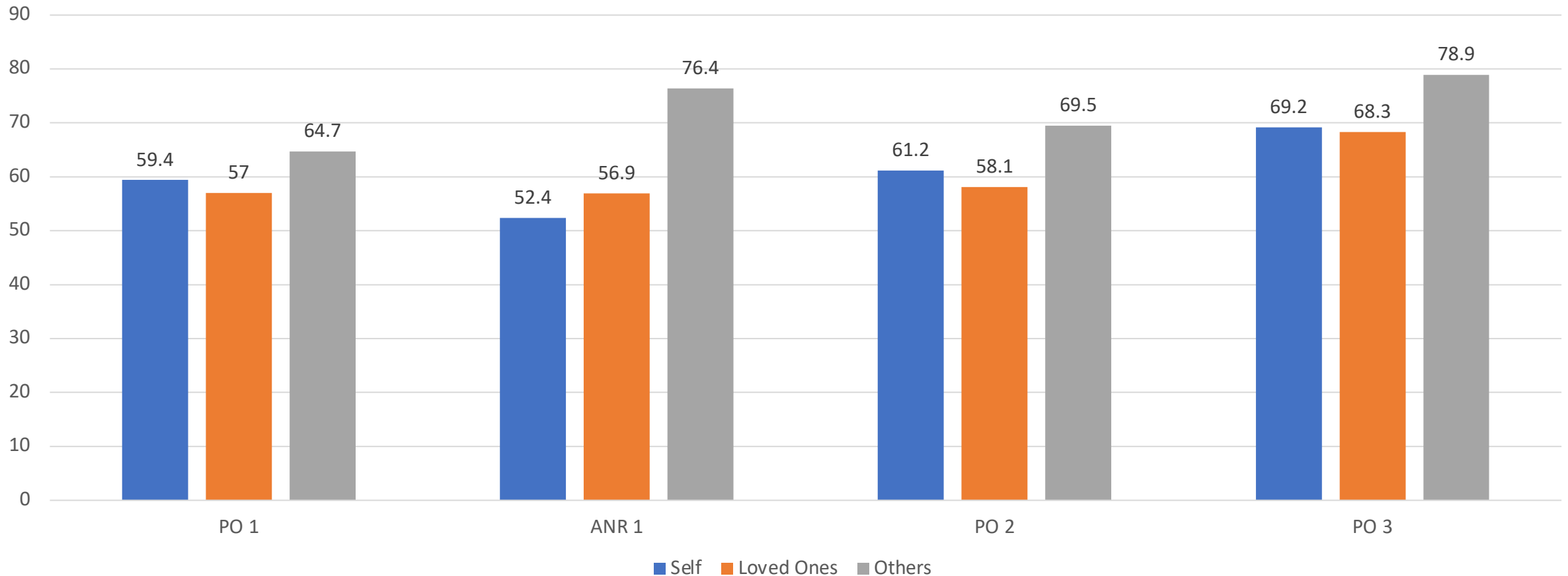
July 23 - August 9

Communication Concerns

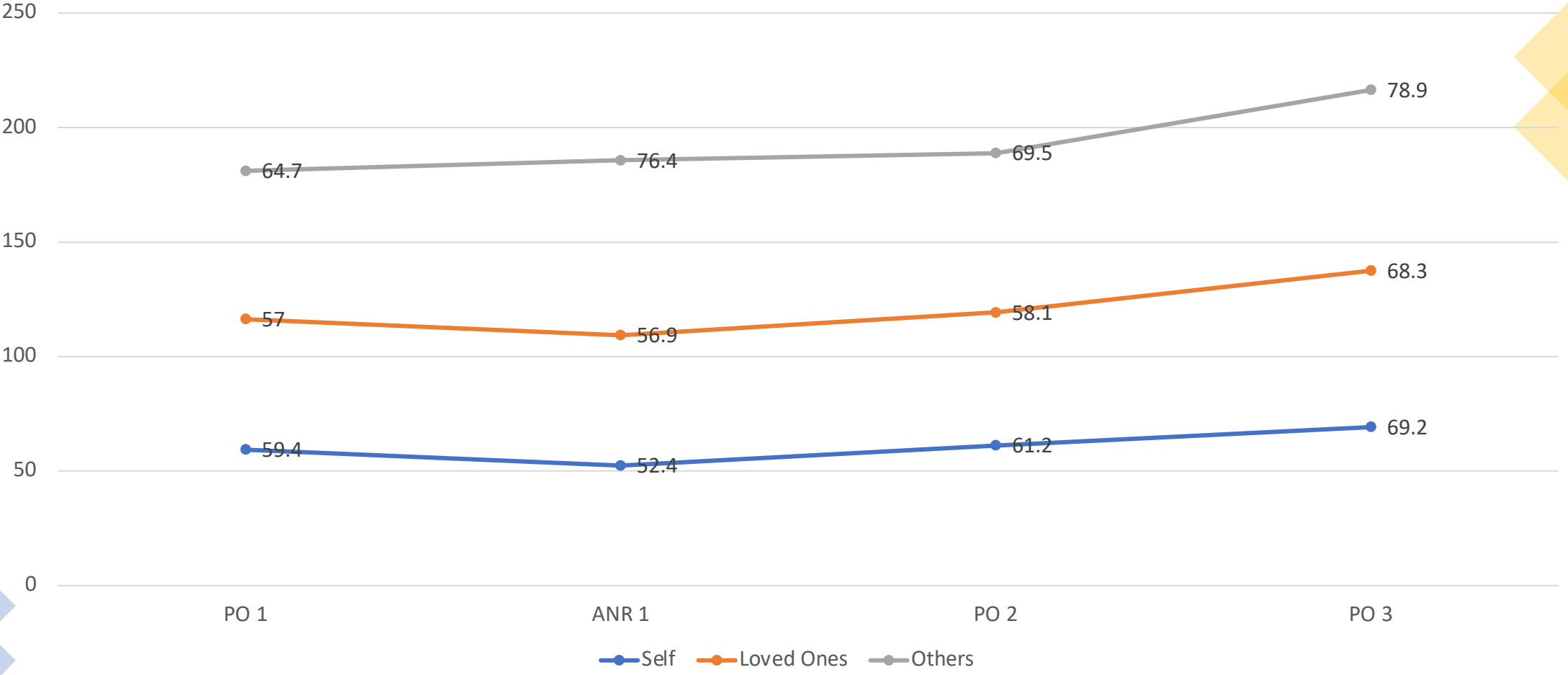


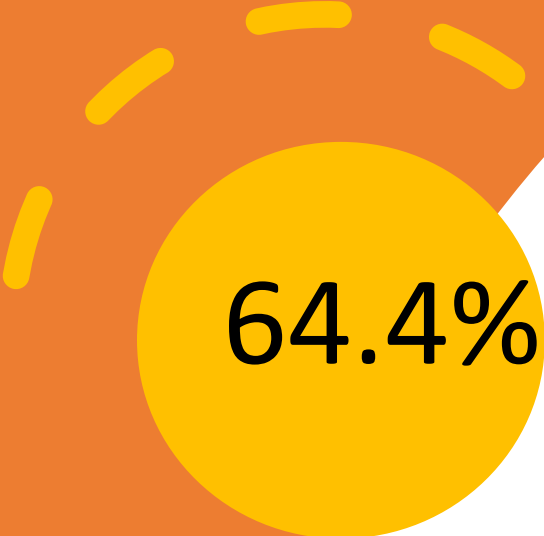
Communication Concern

Self, Loved Ones, & Others Not Getting Accurate Information



Communication Concern: Self, Loved Ones, & Others Not Getting Accurate Information





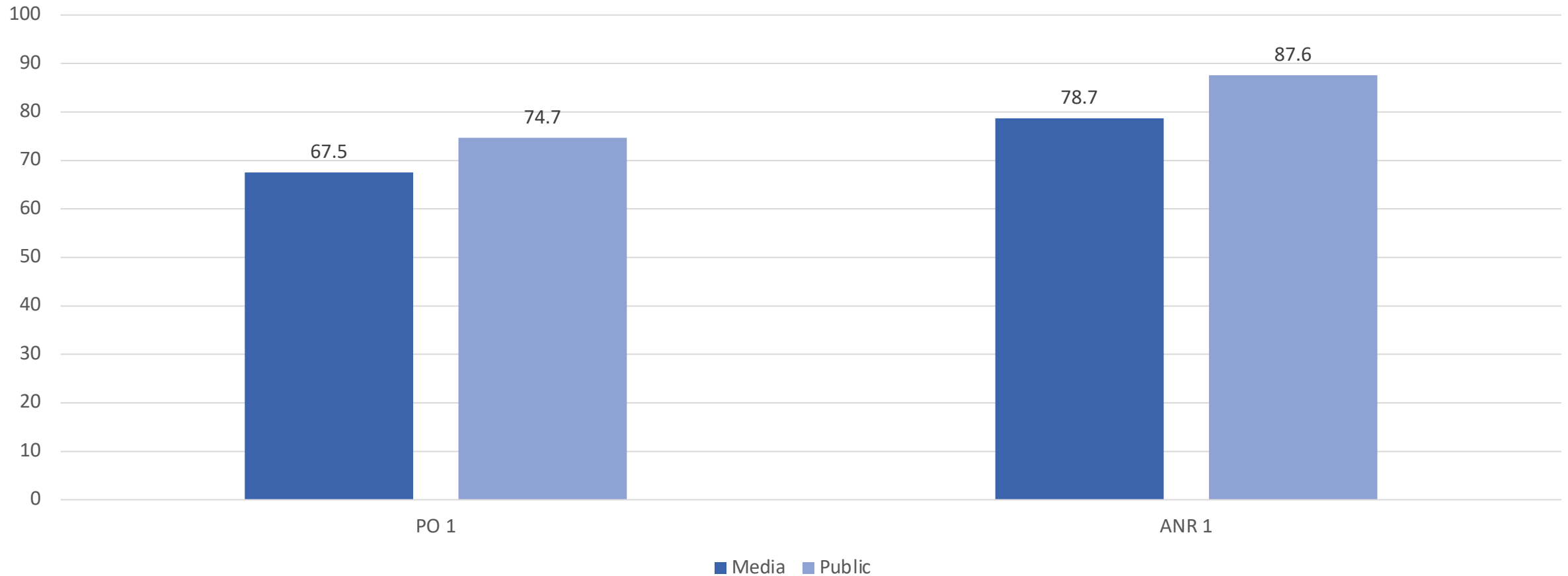
64.4% (n = 145) of ANR Leaders

Were concerned
agricultural/farm laborers are
not getting accurate
information about COVID-19.





Communication Concern Sharing Inaccurate Information



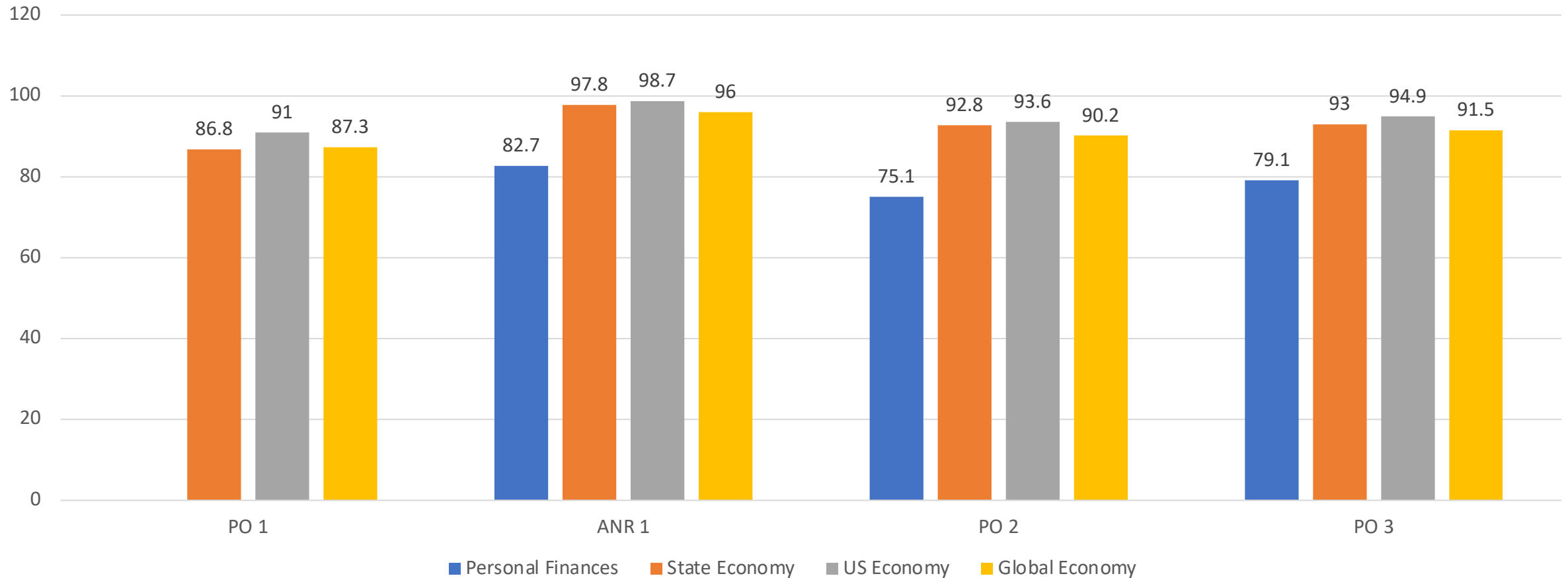
Economic Concerns





Concern: Economic Impacts

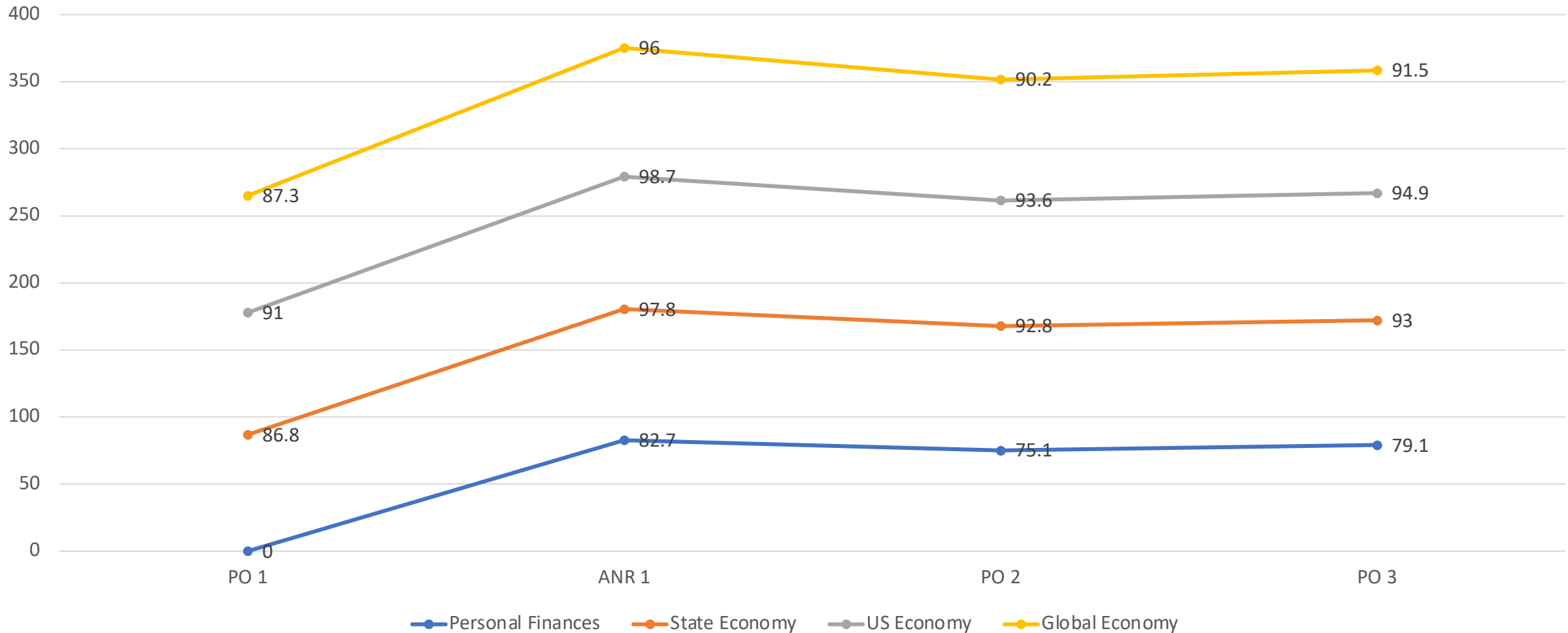
Personal, State, US, Global





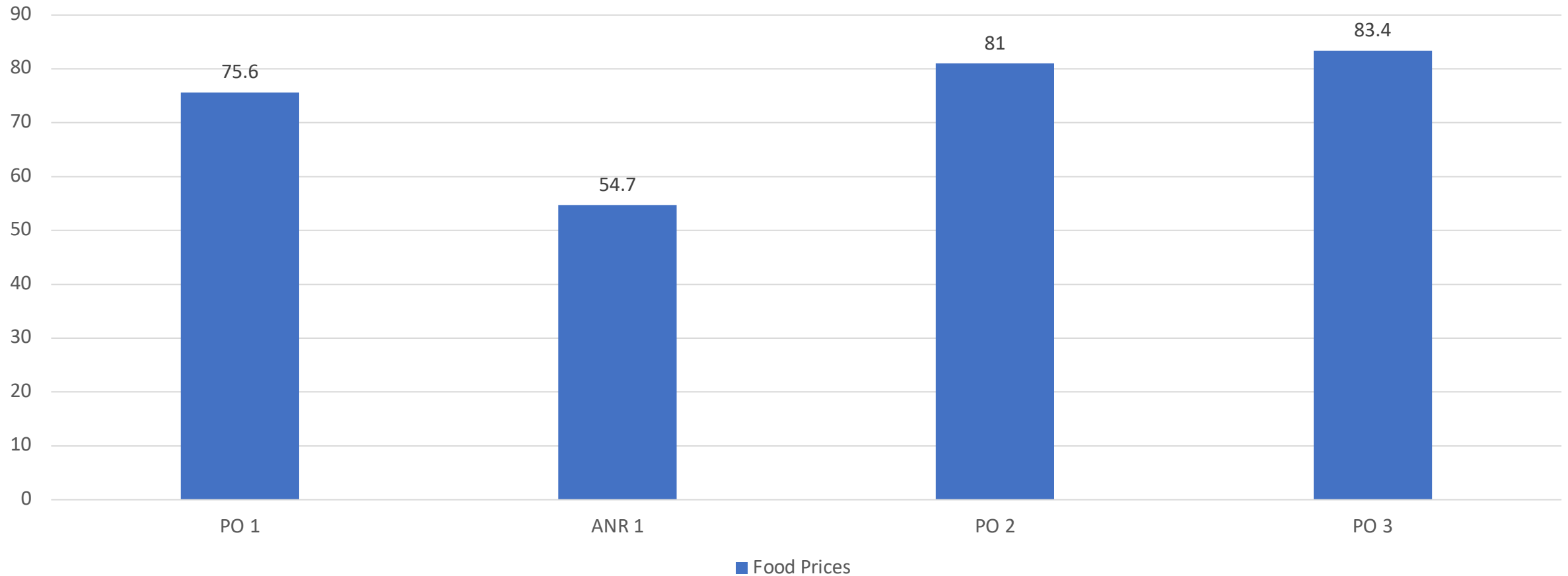
Concern: Economic Impacts

Personal, State, US, Global

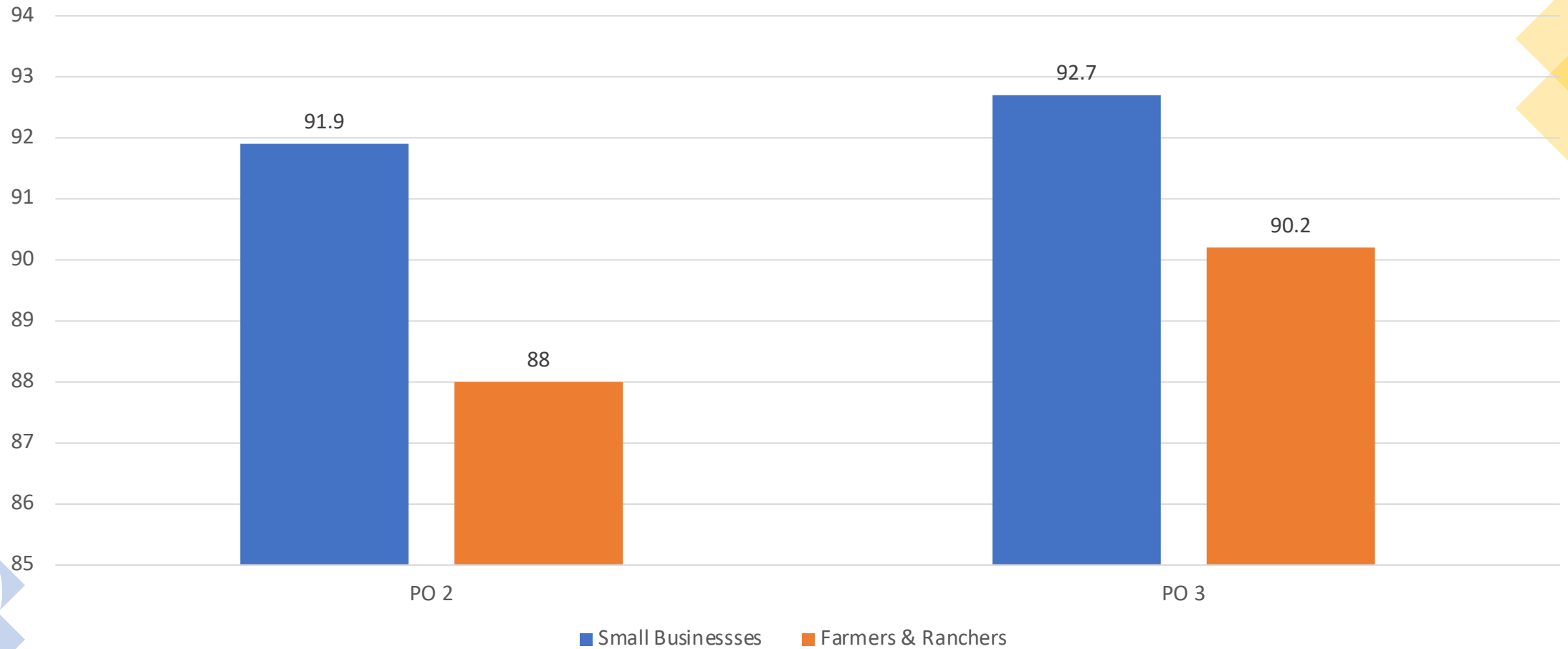




Economic Concern: Increased Food Prices



Concern: Impact on small businesses and farmers and ranchers

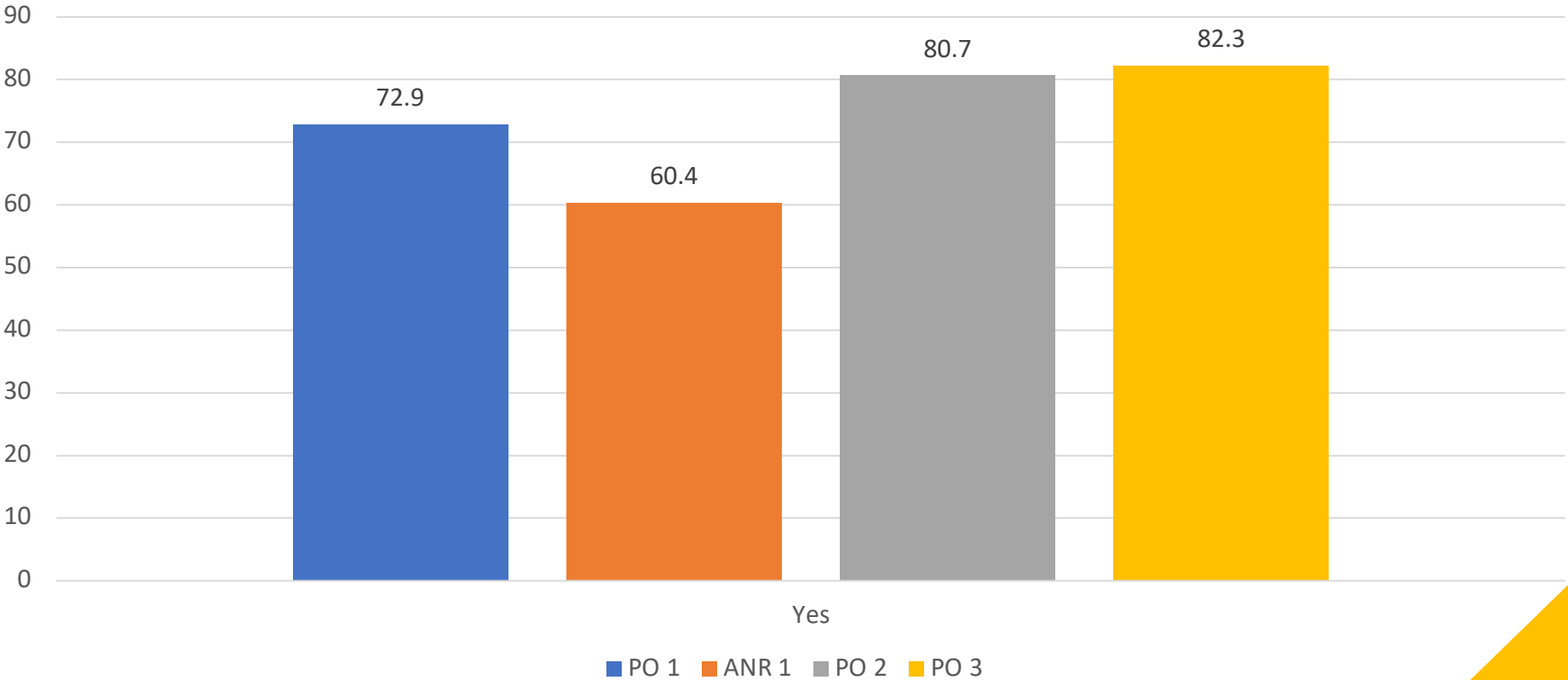


Other Concerns

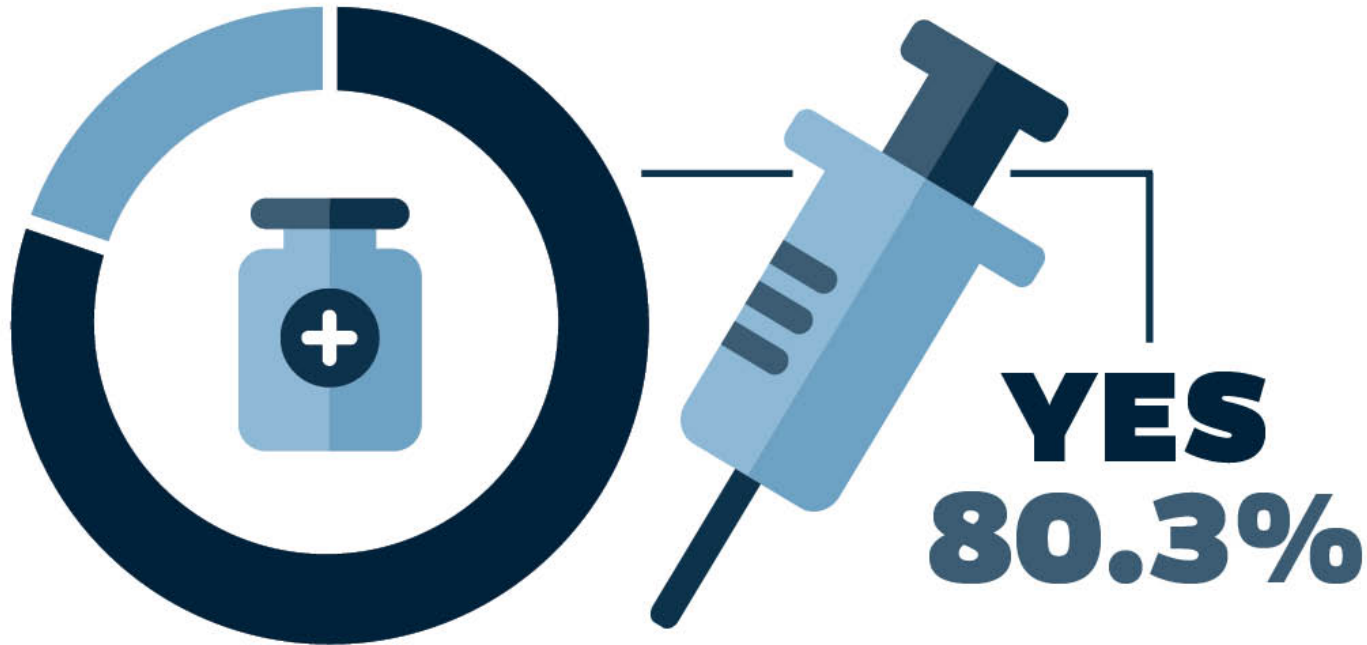
& perspectives



Concern: Illegal Immigrants and/or Non-citizens Will Not Seek Medical Attention



**IF A VACCINATION WERE AVAILABLE
FOR COVID-19, WOULD YOU GET IT?**

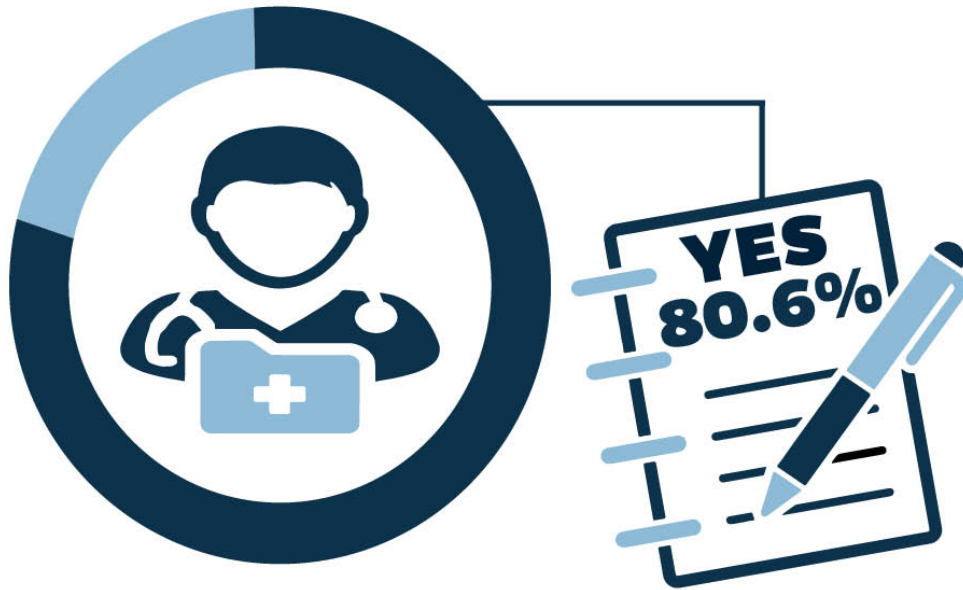


Public
Opinion 1



SOCIAL DISTANCING BELIEFS

**RESPONDENTS AGREED MOST THAT THEY WANTED TO DO WHAT
SCIENTISTS/ HEALTHCARE PROFESSIONALS THINK THEY SHOULD DO.**



Data was collected between April 23 - May 7, 2020 by the UF/IFAS Center for Public Issues Education.
Survey conducted nationwide with a sample of 1500 people representative of the U.S. population.

www.piecenter.com

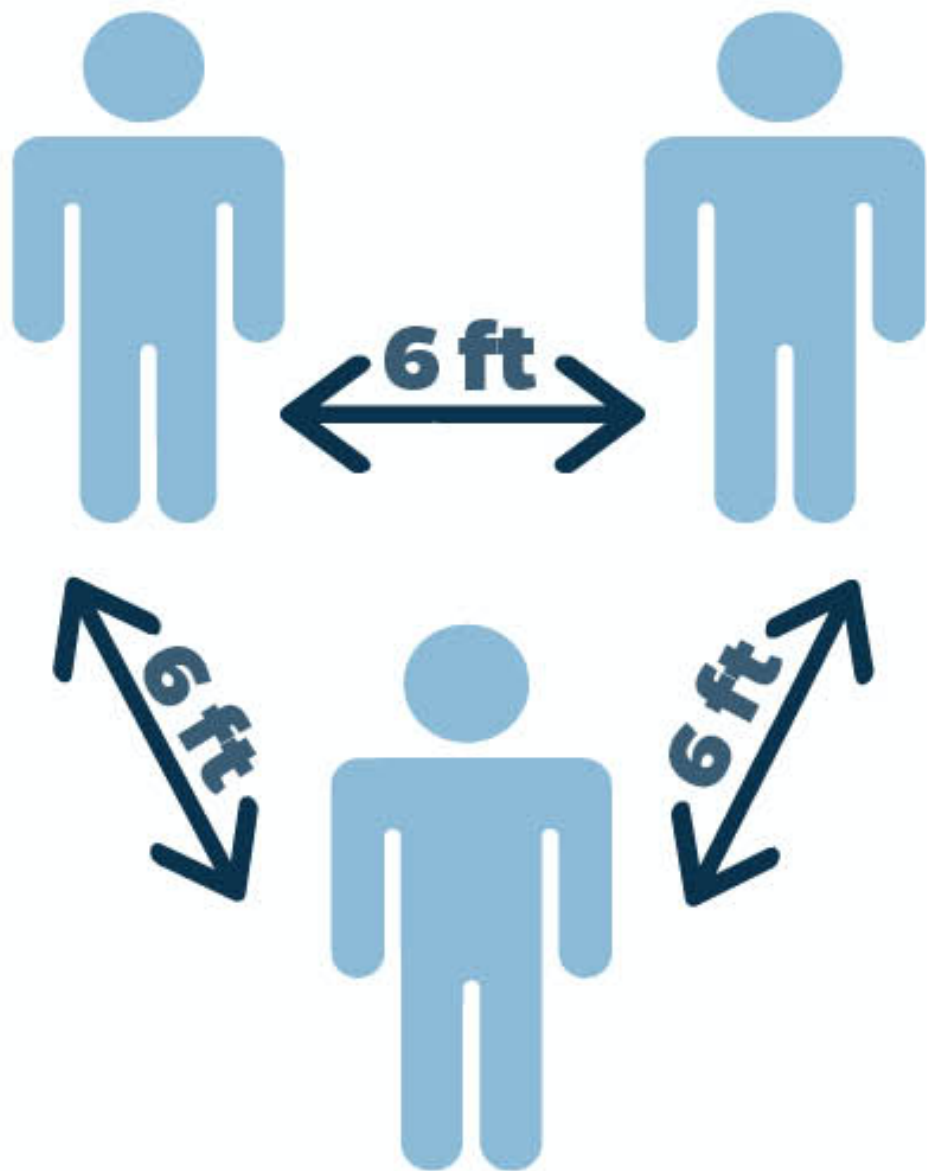
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Center for
Public Issues Education

Public Opinion 2





98.5% reported being overall **able** to comply with the recommended social distancing practices.

99% were **willing** to comply with social distancing practices.



What does this all mean for communicating about science during COVID-19?



| | |
|-------------------|---|
| Don't be | Don't be afraid to share your science |
| Share | Share what the scientific process looks like |
| Credentials | Give your credentials. Credentials of others you are sharing science from. |
| Encourage | Encourage your network to share quality information |
| Multiple Channels | Share through multiple outlets |
| Be aware | People are concerned about all areas. Be sensitive. Information should help |



Where can I find out
more about this data?

COVID-19

- <https://piecenter.com/covid-19>
- Fact sheets, webinars, videos, key findings

The Center for Public Issues Education in Agriculture and Natural Resources is conducting a series of national public opinion surveys to examine the perceptions of Americans related to COVID-19. The Center launched the series of surveys in mid-March and has plans to continue public opinion surveys related to COVID-19 through August. In addition, the PIE Center surveyed leaders in agriculture and natural resources sectors to explore their unique concerns and beliefs. Learn more below about findings from the survey and how the findings can be applied to your organization's communication efforts.



What Else? What's Next?



- Have more data on
 - Channels of communication
 - Preferred sources
 - Vaccines
 - Cultural implications
 - Mental health
 - Food shortages
 - Local Food
 - Preparedness
- 4th round public opinion data in early October
 - Vaccine focus
- Got a federal grant to focus on food supply chain disruption
 - Behaviors of the public related to food
- Seeking other funds to do more outreach



Questions?

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[PIECENTER.COM/COVID-19](https://piecenter.com/covid-19)



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